

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Edward Gee
FROM: Alejandro Lopez
SUBJECT: **Marketing Perceptions - \$25,500**

DATE: October 19, 1992

Project:

Attached for your approval is a Letter of Agreement between Marketing Perceptions and Philip Morris to conduct a total of six mini-focus groups among adult Asian American smokers for Benson and Hedges.

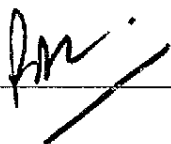
Budget:

The cost of conducting this research is \$25,500 \pm 10% and will be covered by the 1992 Consumer Research budget.

Competitive Bid:

Marketing Perceptions was selected as the supplier for this project due to their expertise in conducting this type of research.

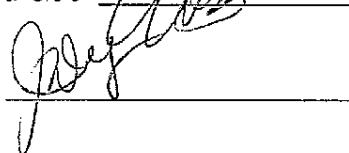
Alejandro Lopez



Edward Gee



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